

### **REMARKS**

Claims 1-2, 5-11, 31-33, 36-50, 71-74, 79 and 81-90 remain in the application. Claims 1, 5, 32, 36-39, 71-74, and 79 have been amended. Claims 3, 4, 12-30, 34, 35, 51-70, 75-78 and 80 have been cancelled.

The claims were primarily amended to add limitations regarding providing each of the listings with the exclusive right to self sponsor. This limitation is disclosed in the specification with a discussion about the process by which the listee is offered the opportunity to self sponsor which results in the listee information being displayed with the listee web page. These limitations are supported by the specification at page 20, line 14 to page 23, line 21 and Fig. 6. The claims were also amended to include limitations regarding third party sponsors for the listings. These limitations are disclosed in the application at page 24 line 1 to page 38, line 16 and Fig. 7.

Claims 1-2, 4-11, 31-50, 71-74 and 79-90 were rejected under 35 USC 112, first paragraph as failing to comply with the written description requirement. The listed claims include the limitation that the associated sponsor's active and browseable pre-existing web page, wherein no further browsing is required to see the content of the sponsor web page. The Examiner argues that the limitation "the associated sponsor's active and browseable pre-existing web page, wherein no further browsing is required to see the content of the sponsor web page" is not described in the specification in such a way as to reasonably convey to one skilled in the art that the inventor had possession of the claimed invention.

The applicant respectfully disagrees with the Examiner. A browseable pre-existing web page is accessed by inputting a URL into a web browser. Once the web page is accessed, the user can view the contents of the web page without any further interaction such as computer mouse button clicks or hypertext link clicks.

The application discloses the displaying of listee information selected by a user with an HTML frame containing an active and browseable pre-existing web page of the sponsor of the listing selected by the user. (Application, page 6, lines 9-21.) Please note that "framing" is a well known term in the computer programming art meaning that a web page can be organized into different HTML documents. The application discloses that the framing logic unit shown as reference number 330 in Fig. 3 interacts with the search engine 320, the

sponsor selection logic 340 and the database 350 to incorporate a sponsor's web page in a HTML frame below the selected listee information on a single page displayed to the user's computer as shown in Figs. 11 and 12. (Application, page 13, line 12-page 14, line 12.) The application also discloses how the sponsor's pre-existing web page is created or an existing web page can be accessed using a URL and the web page can be displayed with the listee information in separate sections of the display. (Application, page 21, line 18 – page 23, line 10.) Based upon these disclosures, the applicant respectfully submits that the specified claims comply with the written description requirement of 35 USC 112, first paragraph.

Claims 32-34, 36-38 and 73-74 were rejected under 35 USC 102(e) as being anticipated by US Patent No. 6,374,241 to Lamburt et al. The applicant has amended claim 32 to more clearly describe the invention as including the steps of providing each of the directory listings with an exclusive offer to self sponsor, and displaying listee information for the selected directory listing with a self sponsored listee web page if the selected directory listing is self sponsored. The applicant submits that since Lamburt does not disclose the limitations of offering to self sponsor or displaying a listee web page if the selected directory listing is self sponsored. Since all limitations are not disclosed, the applicant submits that Claim 32 is not invalid as anticipated under 35 USC 102(e) in view of Lamburt. Claims 33 and 36-38 depend from claim 32 and for these same reasons, the applicant submits that these claims are also not invalid as anticipated under 35 USC 102(e) in view of Lamburt.

Claim 73 was also amended to add the limitations, means for providing each of the directory listings with an exclusive offer to self sponsor and means for removing the sponsor's web page and displaying a listee web page concurrently with the directly listing selected by the user. For the same reasons discussed above in claim 32, the applicant submits that these limitations are not disclosed or suggested by Lamburt. Claim 73 is not invalid as anticipated under 35 USC 102(e) in view of Lamburt.

Claim 74 was amended to add the limitations instructions for providing each of the directory listings with an exclusive offer to self sponsor; and instructions for transmitting listee information, self sponsor information, and HTML framing information to the listee for use in generating a self sponsored active and browseable pre-existing web page. The applicant submits that these limitations are not disclosed or suggested by Lamburt and therefore claim 74 is not invalid as anticipated under 35 USC 102(e) in view of Lamburt.

Claims 1, 10-11, 31, 79 and 88-90 were rejected under 35 USC 103(a) as being unpatentable over Lamburt in view of US Patent Publication No. 2002/0026349 to Reilly. Like claim 73, claim 1 was amended to add the limitations: providing each of the directory listings with an exclusive offer to self sponsor of the directory listing; retrieving the active and browseable pre-existing sponsor web page associated with the directory listing selected by the user if the directory listing is a self sponsor; and retrieving the active and browseable pre-existing sponsor web page from a third party sponsor if the directory listing did not self sponsor. As discussed above in 73, the applicant submits that the self sponsoring offer, the retrieving and displaying of the self sponsoring web page limitations are not disclosed or suggested by Lamburt or Reilly.

The applicant submits that Reilly discloses an information and advertising distribution system. With reference to Fig. 1, the information server 104 stores news story items 132, images 140 as well as advertisements 138 in an information database 134. Thus, Reilly does not disclose or suggest offers of self sponsoring listings or displaying a directory listing with a listee web page.

In the office action, the Examiner argues that the Lamburt discloses most of the claim limitations but does not disclose no further browsing is required to see the contents of the web page. The Examiner also argues that Reilly discloses advertisement images that are selected on the basis of the information category associated with the news items being viewed. The Examiner argues that Reilly discloses in Fig. 10, reproduced below, that the information category is displayed concurrently with advertisements 258. The web page includes control buttons, article text 248, photos 256 and advertisements 258 which are changed every time the subscriber clicks on a different category button or every 30 seconds. The Examiner argues that this would imply that the user does not need to further browse the advertisement. Reilly also discloses that if the user clicks on the advertisement image, the computer is automatically connected to the associated web page. (Reilly, page 8, paragraphs 0094, 0095) Thus, Reilly expressly distinguishes the displayed image in a viewer screen from an advertiser's web page.

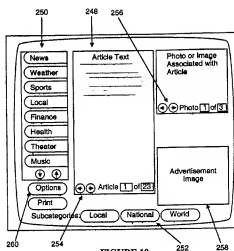


FIGURE 10

The applicant respectfully disagrees with the Examiner's interpretation of associated sponsor's active and browseable pre-existing web page, wherein no further browsing is required to see the content of the sponsor's web page. The applicant submits that advertising images 258 disclosed by Reilly is simply a link to the advertiser's web page and not a sponsor's active and browseable pre-existing web page. Reilly expressly discloses that if the user clicks on the displayed advertisement, the subscriber's computer is connected to the associated web page. The applicant submits that the advertisement image 258 is not a sponsor's web page. The applicant also submits that Reilly does not disclose the limitations of offering to self sponsor or displaying a listee web page if the selected directory listing is self sponsored. For these reasons and the reasons discussed above in claim 32, the applicant submits that all limitations of claim 1 are not disclosed or suggested by the combination of Lamburt and Reilly. Thus, claim 1 is not invalid under 35 USC 103(a) over Lamburt in view of Reilly. Claims 10, 11 and 31 depend from claim 1 and for these same reasons, claims 10, 11 and 31 are not invalid under 35 USC 103(a) over Lamburt in view of Reilly.

Claim 79 was amended to add the limitations of providing each of the directory listings with an exclusive offer to self sponsor and if the directory listing selected by the user accepts the self sponsor offer, the directory listing is the sponsor. These limitations are not disclosed by Reilly or Lamburt as discussed above in claim 1. For these reasons, the applicant submits that claim 79 is not invalid under 35 USC 103(a) over Lamburt in view of Reilly. Claims 88-90 depend from claim 79 and for these same reasons the applicant submits that claims 88-90 are not invalid under 35 USC 103(a) over Lamburt in view of Reilly.

Claims 2 and 81 were rejected under 35 USC 103(a) as being unpatentable over Lamburt in view of Reilly and further in view of US Patent No. 6,296,526 to Kreiner et al.

Claim 2 depends from claim 1. The applicant submits that Kreiner is directed towards a method for processing a memory map to provide listing information representing data in a database. The applicant submits that Kreiner does not disclose providing each of the directory listings with an exclusive offer to self sponsor and if the directory listing selected by the user accepts the self sponsor offer, the directory listing is the sponsor. For these reasons and the reasons discussed above in claim 1, the applicant submits that claim 2 is not invalid under 35 USC 103(a) over Lamburt in view of Reilly and Kreiner.

Claim 81 depends from claim 79. As discussed above, the applicant submits that Lamburt, Reilly and Kreiner do not disclose or suggest providing each of the directory listings with an exclusive offer to self sponsor and if the directory listing selected by the user accepts the self sponsor offer, the directory listing is the sponsor. For the same reasons discussed above in claims 1 and 79, the applicant submits that claim 81 is not invalid under 35 USC 103(a) over Lamburt in view of Reilly and Kreiner.

Claims 4, 71-72, 80 and 82 were rejected under 35 USC 103(a) as being unpatentable over Lamburt in view of Reilly and further in view of US Patent No. 6,269,361 to Davis et al. Claims 4 and 80 were cancelled. Davis discloses a system which allows high bidder a more advantageous placement on a search listing. The Examiner argues that the bid implies that the network information provider has the exclusive right to bid to a position in the search result.

The applicant disagrees with the Examiner's interpretation of Davis and submits that there are several distinctions between Davis and the claimed invention. The pending claims do not alter the sequence of the directory listing or rearranged the directory listing to provide a favored position to a listee within the directory listing. Rather, if the directory listing is self sponsored, the listee web page is displayed with the directory listing rather than a third party sponsor's web page. Each of the directory listings is given the exclusive offer to self sponsor. If the self sponsor offer is accepted, a web page associated with the directory listing is displayed. This is substantially different than awarding the sponsor web page to a high bidder as disclosed by Davis because this is not an exclusive offer. Any number of parties can bid to win the preferred placement in the listing. Thus, Davis and the other cited references do not disclose all limitations of claim 1.

Claims 71 was amended to include the limitations, means for providing the directory listing selected by the user with the exclusive right to select a self sponsored web page that is

independently and concurrently displayed with the directory listing selected by the user and replace the sponsor's web page. As discussed above in claim 4, the Davis and the other cited prior art references do not disclose these limitations. For the same reasons discussed in claim 4, the applicant submits that claim 71 is not invalid under 35 USC 103(a) over Lamburt in view of Reilly and Davis.

Claim 72 was amended to include the limitations, instructions for providing each of the directory listings with an exclusive offer to provide a self sponsored web site; and instructions for transmitting listee information, self sponsor information, and HTML framing information to the one listing selected by the user for generating a self sponsored active and browseable pre-existing web page. For the reasons discussed above in claim 4, the applicant submits that Davis does not disclose providing a listee with the exclusive offer to provide a self sponsored web site or transmitting information to the selected listing for generating a self sponsored web page. As discussed above in claim 4, Davis discloses altering the position of a listing, but does not disclose the display of an advertiser's or listee's web page. For these reason, the applicant submits that claim 72 is not invalid under 35 USC 103(a) over Lamburt in view of Reilly and Davis.

Claim 82 depends from claim 79 and also includes the limitations of providing a listee of the directory listing with the exclusive right to select a listee web page that is independently and concurrently displayed with the directory listing and replaces the sponsor's web page. For the reasons discussed above in claims 4 and 80, Davis does not disclose or suggest all limitations of claim 82. Thus, the applicant submits that claim 82 is not invalid under 35 USC 103(a) over Lamburt in view of Reilly and Davis.

Claims 5-9 and 83-87 were rejected under 35 USC 103(a) as being unpatentable over the combination of Lamburt, Reilly, Davis and US Publication No. 2002/0049616 to Speicher. Claims 5-9 were amended to depend from claim 1 and add limitations regarding phone calls using a call button on the web page. The Speicher reference is directed towards an internet communications system which allows a user to place a telephone call to an advertiser through an internet connection. Speicher does not disclose the limitations, providing each of the directory listings with an exclusive offer to self sponsor of the directory listing or retrieving the active and browseable pre-existing sponsor web page associated with the directory listing selected by the user if the directory listing is a self sponsor. For these

exclusive offer to self sponsor or displaying listee information for the selected directory listing with a self sponsored listee web page if the selected directory listing is self sponsored. For these reasons and the reasons discussed above in claim 32, the applicant submits that claims 39-43 and 45-50 are not invalid under 35 USC 103(a) over Lamburt in view of Davis.

Claim 44 was rejected under 35 USC 103(a) over Lamburt in view of US Patent No. 6,338,085 to Ramaswamy. Claim 44 depends from claim 32 and adds the limitation transmitting call connection logic to the user to display a call connection option with which a potential sponsor may communicate with the system. The applicant submits that Ramaswamy does not disclose, limitations, providing each of the directory listings with an exclusive offer to self sponsor or displaying listee information for the selected directory listing with a self sponsored listee web page if the selected directory listing is self sponsored. For these reasons and the reasons discussed above in claim 32, the applicant submits that claim 44 is not invalid under 35 USC 103(a) over Lamburt in view of Ramaswamy.

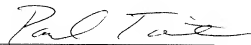
In view of the above amendments and remarks, Applicant respectfully requests the timely allowance of the pending claims. The Commissioner is hereby authorized to charge payment of any fees associated with this communication or credit any overpayment to Deposit Account No. 04-0822.

Respectfully submitted,

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